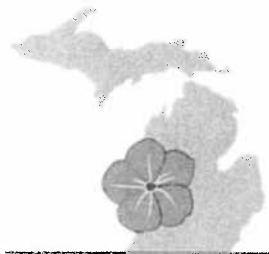


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Specialty Crop Block Grant Program-Farm Bill



FINAL GRANT REPORT

Submitted by:

Michigan Floriculture Growers Council

Contact: Val Vail-Shirey

235 N. Pine St.

Lansing, MI 48933

517-372-1500

517-372-1501 Fax

val@julianvail.com

\$39,000.00 Grant Request

GRANT # 791N0200321

Michigan Vendor ID # 2382493195

EIN # 38-2493195

Duns # 616705179

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PROJECT TITLE

Select Michigan; Great Lakes-Great Earth Directory

ABSTRACT OF PROJECT

The grant will facilitate the creation of an on-line and 80,000 printed directory for consumers searching for sources of Michigan flowers, bedding plants, ornamentals, Christmas trees, sod and other plant materials. The Michigan Floriculture Growers Council (MFGC), Michigan Sod Growers, Michigan Landscape and Nursery Association and the Michigan Christmas Tree Association will collaborate to coordinate a listing of their Michigan growers in the directory.

PROJECT PURPOSE

The purpose of this grant project is to market Michigan grown products listed in the directory including: flower and bedding plants, Christmas trees, sod, nursery and other similar Michigan specialty grown crops. The purpose is to promote awareness, create new business and increase sales of the Michigan grown specialty crops. As Michigan is very diverse in its agricultural production, it is important to educate and make aware to the Michigan consumer the diversity and availability for their purchase.

POTENTIAL IMPACT

The directory, modeled similarly to the collaboration of the Michigan Farm Market & Agri-Tourism Association directory, will impact the membership of four specialty crop Associations. There will be approximately 1200 listings in the directory, with the possibility of additional listings that are Michigan growers, but not a member of the collaborating associations. The impact of increased sales of specialty grown products, awareness of product availability will ultimately create a stronger industry.

WORK PLAN

Michigan Floriculture Growers Council will be heading up the collaboration that will be researching, compiling data, designing and producing the directory. Julian Vail, LLC who is under contract to produce this directory, has experience in production of directories. The following time line describes the specific tasks, who will conduct the work and expected dates of completion.

Great Lakes-Great Earth Directory

Task/Deliverable	Description	Responsible Party	Timeline
Provide Database of membership	Membership Database	Each Association Executive Director	March 20 – March 27, 2010 COMPLETED
Secure bids on Directory Printing	Provide details of Completed Directory and a total of 80,000	Julian Vail, LLC	April 1 RFP 2010 April 15 RFP due 2010 COMPLETED
Promote participation in the Directory to growers, partners and sponsors	Develop, design and distribute flyers and sign-up materials	Julian Vail, LLC	March 27 – April 15, 2010 COMPLETED
Design and Create the Directory	Input all members information of the four associations/ads and those indicating participation	Julian Vail, LLC	April 15 – April 30, 2010 COMPLETED
Print the Directory		RFP Selection	May 1 – 15, 2010 COMPLETED
Place directory on-line	Upload with software for “live” directory and place on each associations website and the Michigan Department of Agriculture	Julian Vail, LLC Point Web Technical Support Personnel	May 1, 2010 COMPLETED
Mail printed Directories	Directories will be mailed to each grower listed, the 13 Michigan Visitors Centers, libraries and appropriate events	Julian Vail, LLC	May 15, 2010 COMPLETED

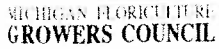
BUDGET NARRATIVE

Great Lakes-Great Earth Directory

Creation of promotional materials, promotion of the directory	\$1500.00
Design and Creation of the Directory	\$2000.00
Development and Printing of Directory 80,000 Copies	\$30,000.00
Mailing of Directories	\$5000.00
Electronic software for "live" Directory Upload	\$500.00
Total Project Costs	\$39,000.00

BUDGET REPORT

Creation of promotional materials - promotion of the directory		
Database creation - MFGC	400.00	
Database creation, materials and promotion - JV	1075.00	
	\$1475.00	
Design and creation of directory		
Layout and design	2,000.00	
	\$2,000.00	
Development and printing of directory (80,000 copies)		
Development, Data collection and merge	5600.00	
Proof copies	1800.00	
Printing	20374.37	
Supplies for shipping, cover letter, single envelopes	2000.00	
	\$29,824.37	
Mailing of directories		
Prep for mailing 7-2010	504.00	
Shipping Cost	4496.00	
	\$5000.00	
Electronic software for live directory upload		
Upload to software	80.00	
Software links	420.00	
	\$500.00	
Total Grant Budget and Expenditures	\$38799.37	



INVOICE

DATE: AUGUST 1, 2010

TO:

Michigan Department of Agriculture
Mike DiBernardo
525 W. Allegan
PO Box 30017
Lansing, MI 48909

DESCRIPTION	AMOUNT
Creation of promotional materials – promotion of directory	\$1475.00
Design and Creation of the Directory/Layout and Design	\$2000.00
Development and Printing (80,000)-Development (\$5600), Proof Copies (\$1800), Printing (\$20,374.37), Supplies (\$2000) Data collection and merge	\$29824.37
Mailing of Directories-Prep (\$504), Shipping cost (\$4496)	\$5000.00
Electronic software for live directory upload (\$420), Input (\$80)	\$500.00
TOTAL	\$38799.37

Payment is due within 30 days.
Payable to: Michigan Floriculture Growers Council

Thank you for your business!

235 N. Pine St.
Lansing, MI 48808
Phone 517-372-1500 Fax 517-372-1501

DATE: JULY 17, 2010

P.O. Box 544
Dewitt, MI 48820-0544

DESCRIPTION	AMOUNT
Creation of promotional materials – promotion of the directory	\$ 1475.00
Design and Creation of the Directory/Layout and Design	\$ 2000.00
Development and Printing (80,000)-Development (\$5600), Proof Copies (\$1800), Printing (\$20,374.37), Supplies (\$2000) Data collection and merge	\$ 29824.37
Mailing of Directories-Prep (\$504), Shipping cost (\$4496)	\$ 5000.00
Electronic software for live directory upload (\$420), Input (\$80)	\$ 500.00
TOTAL	
<p>Make all checks payable to Julian Vail, LLC Payment is due within 30 days. If you have any questions concerning this invoice, contact Val@julianvail.com or 517-372-1500</p>	
Thank you for your business!	
	\$ 38799.37

Paid
7/30/10



Printwell, Inc.
26975 Northline Road
Taylor MI 48180

Invoice No.: 17108
Date: 6/30/2010
Customer No.: JULIANVAILLL
Job No.: 20435
Customer PO:
Salesperson: LINDA HARVEY

Bill To:

Julian Vail, LLC
235 North Pine Street
Lansing MI 48933

80,000	GREAT LAKES EARTH DIRECTORY 36-Pages + 4-Page Cover - 8 5/16 X 8 3/8 Files Furnished; 1-Impose & 1-Epson Proof 36 Page Text- 70# Gloss Text # 3 - 4/4 Process 4 Page Cover-100# Gloss Text # 3 4/4 + FG Varnish Fold, Saddle Stitch & Trim FOB Lansing	254.6796	M	20,374.37
	Author's Alterations			
	Re-rip new files & show complete impose proof			200.00
	Replace 2 pages after 2nd proof, e-proof			30.00
175	Print 175 letters 4 color 1-side 60# White Offset			75.00
168	Prep, print & apply UPS labels to 168 cartons UPS Charges to ship 168 cartons to supplied list	1.5000	EA	252.00 1,918.65

PAID JUL 17 2010

Terms: NET 30 DAYS

Sub Total:	22,850.02
Tax:	0.00
Freight:	0.00
Deposit:	0.00
Total:	22,850.02

EXPECTED OUTCOMES

The measurable outcomes of the Great Lakes-Great Earth Directory will include an increase in membership of various organizations promoting grown in Michigan products. We also will measure sustaining memberships of the various organizations promoting the Great Lakes-Great Earth Directory. We will be able to show the education & promotion of Michigan Specialty Crops with the return of a survey provided in the directory. Consumers can mail, fax or e-mail the completed survey to the Michigan Floriculture Growers Council office. The MFGC will compile the feedback and provide a report to the collaborating associations. The Specialty Crop Associations will provide this feedback information to their membership. Members listed will provide feedback following the growing season on their increase in business traffic and sales. This feedback will assist the associations in determination of creating a Directory for 2011.

Measurable outcomes are the following: increase in sales to listed businesses, increase in membership to the collaborating associations, consumer education and promotion feedback from the directory survey.

OUTCOMES ACHIEVED:

Increase in Sales to those listed in the directory:

The Michigan Floriculture Growers Council and the Michigan Nursery and Landscape Association are well into their 2010 sales season and listed growers/facilities are reporting a positive response to the directory. The Michigan Christmas Tree Association will begin their sales season in November. Communication from the general public for additional copies has remained steady and interest high for obtaining a copy of the directory. The directory lists small and large growers, members and non-members of the three associations. A report of all surveys will be compiled upon completion of the Michigan Christmas Tree sales season and delivered to each association for review.

Increase in Membership to the three partnering associations:

The three associations partnering in this directory distribution have received new member applicants due to the communication and development of the Great Lakes Great Earth Directory. Members and non-members were invited to have their listing printed in this directory to grow the industry and the organizations. Not only have growers felt a value of the directory to increase sales, education and promotion of their industry – but the value of partnering with similar agriculture organizations. The opportunity alone for communication on the creation of the directory and positive impact to the industry, created an increase in membership. The three associations are monitoring their membership roles and documenting increase in memberships.

Consumer Education and Promotion Feedback:

The surveys received are extremely positive as to the value of the directory in marketing their products to new customers. The MFGC is compiling the survey data and will be providing the information to the participating groups. The final feedback on surveys will arrive at the close of the growing season for complete calculations

CONCLUSION

All the measurable outcomes have been successful with this directory. The Great Lakes Great Earth listings have experienced an increase in sales (overall), the initial surveys indicate increased education and promotion of the industry and MFGC, MNLA and MCA had an increase in membership due to the creation of the directory. The directory is also created in a live web version and available through the association websites and <http://greatlakesgreatearth.intuitwebsites.com/>. This link is also available to all libraries in Michigan for their reference resources. The Michigan Floriculture Growers Council, Michigan Landscape and Nursery Association and Michigan Christmas Tree Association are appreciative of this opportunity and excited with the results. They will assess the needs of a directory for 2011 and plan future directories at that time.